

**REMARKS**

Reconsideration of the subject application as amended herein is respectfully requested.

The Examiner has rejected some of the claims as being obvious over Block in view of Kou. The Applicants respectfully traverse these rejections. Briefly, the present invention pertains to a system in which users in two different geographic locations can select to hear either a main audio track that is the same in all the locations or a second audio track that is in the same language as the main location. Importantly, the second audio segments includes some segments that are identical in all the geographic locations but a number of segments of said alternate track are different for each geographic locations. The system is particularly suited for programs with commercial ads. Using this system commercial ads in one geographic location can include geographic specific information. The main audio tracks are the same in all the geographic locations and the remaining segments of the alternate audio tracks are also identical.

Block discloses a system in which a user can select either a main track or an alternate track that can be played if the main track has unacceptable language. However, the alternate track does not contain a plurality of segments as described herein.

Kou is cited for disclosing players that can selectively play audio tracks in a first or second language. The Examiner takes the position that it would be obvious in view

of Kou to change the Block system so as to allow the alternate sound track to include information that is specific to a geographic location. However, it is respectfully submitted that the Examiner has failed to provide any suggestions or other impetus for a person skilled in the art to combine these references. In Block, a user can decide not to play offensive content by switching to the alternate audio track. Obviously, this choice has nothing to do with geographic location. Neither reference discloses the specific structure for the secondary or alternative audio tracks as defined here and as described claims 27 and 46. More specifically, the references do not describe a system in which in a first geographic location a player can play either the main track with the format ABABABAB, or an alternate track ACACACAC while in a second geographic location, a player can play an identical main track or an alternative track AC'AC'AC'AC'...


Finally it is respectfully submitted that there is nothing in either reference to suggest that the segments C, C' are specific to the respective geographic location. i.e., segment is specific to a first location and C' is specific to a second location. It is true that in Kou a user can select content in a first or a second language but a mere language selection does not render the content geographic specific.

In conclusion, it is respectfully submitted that the subject application is

patentably distinguishable over the prior art and should be allowed.

Respectfully submitted,

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